

A woman with blonde hair, wearing a dark blazer, is operating a professional video camera mounted on a crane. She is holding a tablet. In the background, a man with a beard, wearing a tuxedo with a bow tie, stands in a formal room with large windows and ornate furniture. The entire scene is bathed in a warm, golden-yellow light.

SOCIAL ARRAY

INFORMATION PACK

Social
Playground



LET'S PLAY

WHO WE ARE

A team of socially-obsessed innovators, event enthusiasts and experts in content creation and visual experiences.

WHAT WE DO

We partner with top brands and agencies to create meaningful experiences at events and turn these into powerful user-generated-content that builds brand affinity.

HOW WE DO IT

Using our innovative digital solutions together with our team of event legends, we drive consumers to create content that's infinitely shareable, igniting online conversations about an organization, brand or product.



***THE SOCIAL ARRAY IS A TWIST ON
THE CLASSIC GIF BOOTH, CAPTURING
THUMB-STOPPING CONTENT THAT'S
MADE FOR SOCIAL MEDIA SHARING.***

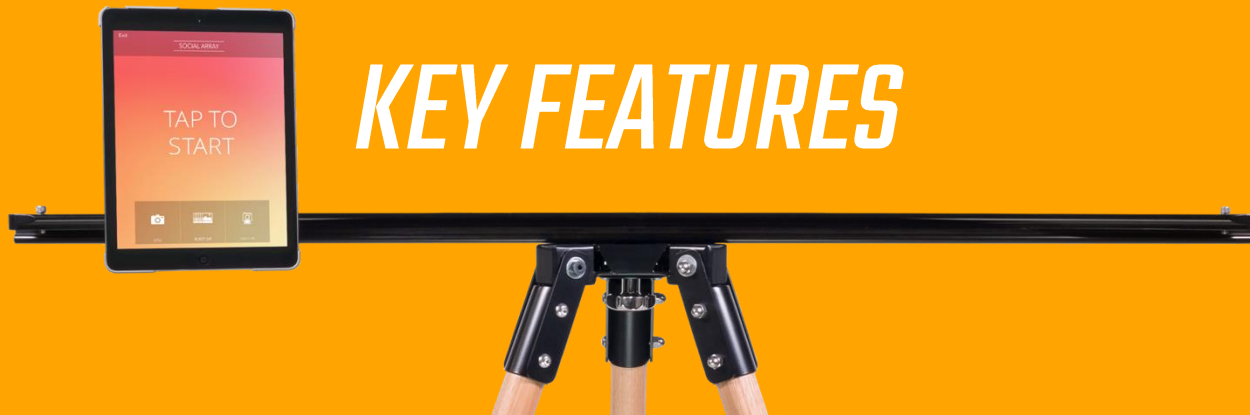
WHAT IS THE SOCIAL ARRAY?

Oh-so-suave and packed with features, Social Array brings boomerang gifs to life with a 120-degree twist!

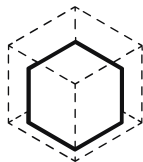
Custom and 3D overlays result in consumer-generated-content that drives your brand messages and can be instantly shared.

Combine your GIF with a still photo print out and give event attendees a branded memento to take home.





KEY FEATURES



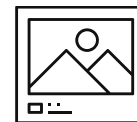
LIGHT & COMPACT

At a combined 7 kilos, the legs & slider are easily transportable and occupy a 1.5 x 1m ground space



OPTIONAL SLIDERS

Choose between a curved or straight track to get the look you want



PRINT & DIGITAL

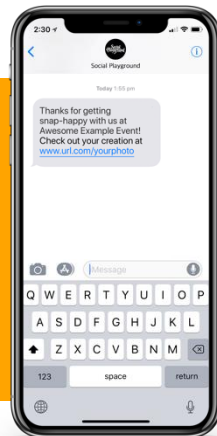
Burst Gif/Boomerang as standard with Stop Motion Gifs or Stills available with or without printing

HOW TO PLAY

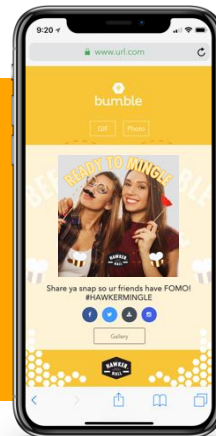
Our Social Array captures you in a 120° burst boomerang gif and/or photo and instantly sends a digital copy via SMS or email. Add optional printing in either 4x6" or 2x6" strip prints.



Capture your pose in a 120-degree digital boomerang. Fancy overlays are applied live to your photos and arrays. Snap a still photo for optional printing.



Enter your phone number or email to receive a link to view your photo.



Share instantly to Facebook, Twitter or save to share to Instagram.

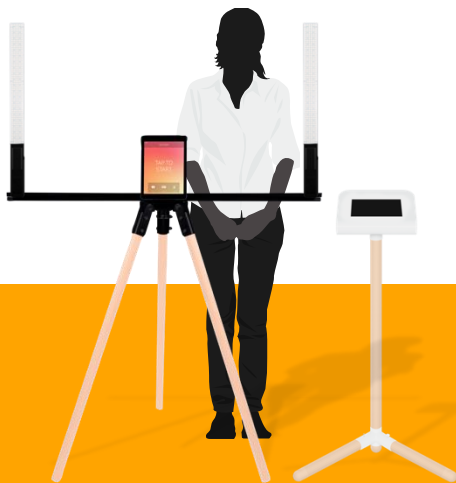


Optional printing makes for a fun take-home memento!

STATION OPTIONS

MINIMALIST

Our dapper lad with iPad, lighting
& sleek social share station



LIGHT & BRIGHT

Array with iPad + additional lighting
for green screen events



ADDITIONS

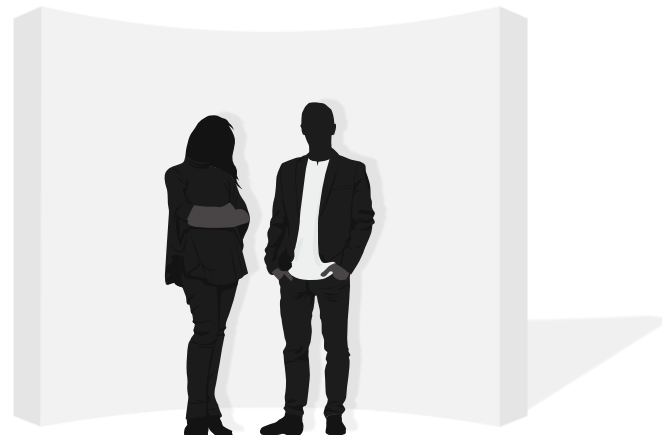
Complete the experience with
additional share stations or a printer





8X8FT STRAIGHT

2.4m x 2.4m straight backdrop.
Choose from one of our fun generic
designs or create something bespoke.



10X8FT CURVED

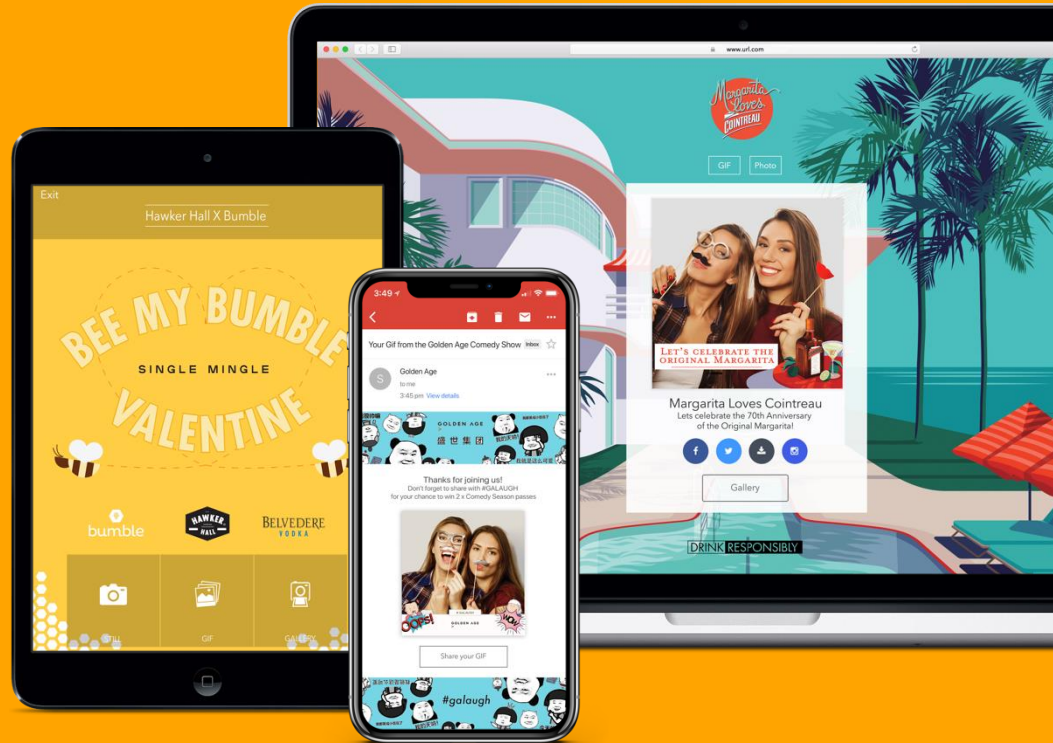
2.2m x 3m curved backdrop
with bespoke printed design,
perfect for Arrays!

BACKDROP OPTIONS

CUSTOMISATION

Every touch point can be branded – from Digital Overlays, SMS & Email, Microsites, iPad Branding, Social Sharing and much more!

Want us to create your artwork for you?
Our in-house design service will work with you to create something on-brand and shareable.





PRINTING

Providing printed photos is a great way to send guests home from your event with a tangible, branded memento.

Choose to print in classic 2x6" photo booth strip style, or 4x6" polaroid, portrait and landscape snaps. Brand around the photos using our templates or print with applied edge-to-edge overlays.

Oh and did we mention printing comes standard with unlimited prints – and reprints?!

THE FUN STUFF

Animations, Lenses and Filters, oh my!

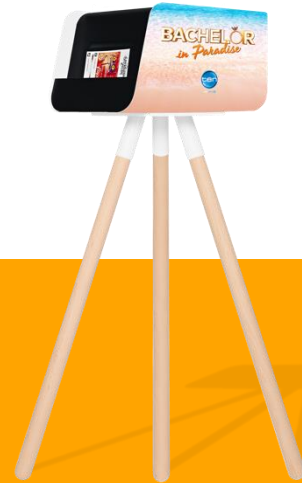
Super-boost the fun factor at your event with our range of digital add-ons! Give guests a virtual makeover with Digital Lenses, immerse them in a laser light show with Animated Overlays, transport them across the globe with Green Screen, or even bring that K-Dash glow with luxe beautifying Filters!

Want something custom? – the sky's the limit. Chat to us about unique ways to heighten your brand engagement with these perfect (brand-able) add-ons!



SIGNAGE

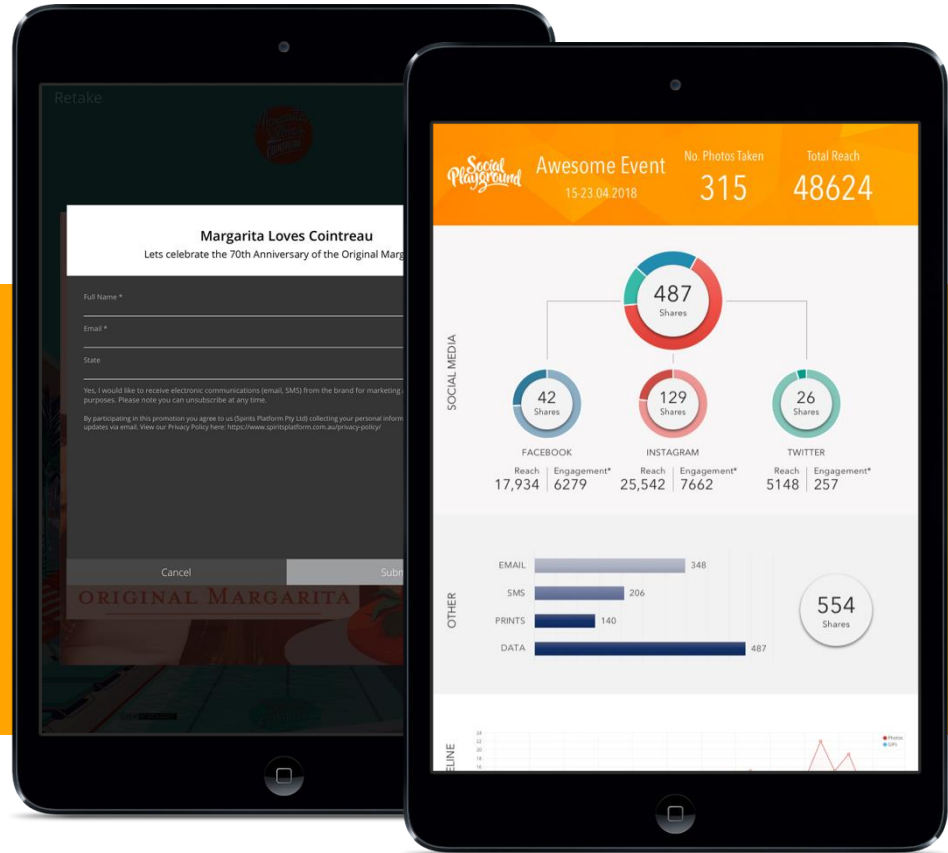
Round out your event with printed signage! Whether it's a simple standalone sign or branded decals applied to your product, printed signage takes your activation to new, fully bespoke heights.



DATA CAPTURE & INSIGHTS

Our Data Capture add-on enables you to build your database and capture important consumer information. Conduct surveys, allow users to 'opt-in' to promotions and newsletters, or collect names, emails and phone numbers!

Need to prove ROI? Every Social Array booking includes a comprehensive Insights Report detailing your event's reach and engagement. Our reports are beautifully presented and easy to read so that the boss understands why you booked that "Selfie-thingy" for your event.



***“ IF YOUR EVENT
ISN'T ON SOCIAL,
IT DIDN'T HAPPEN.”***

- TRENDS IN EVENT MARKETING 2016, WCG

CONTACT US

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